

Application for projects over \$500

Organization Name MILES CITY CNB

Project Name VIENNA BOYS CHOIR

Application Completed by JOHN LANEY

Approved
audits/lapps mte
7/9/09 Barb

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

RADIO ADVERTISING FOR THE CONCERT PUT ON BY THE VIENNA BOYS CHOIR.
IT IS OUR HOPE TO REACH OUT TO PEOPLE OUTSIDE THE AREA (NORTH & SOUTH DAKOTA,
WYOMING) TO MAKE THEM AWARE OF THIS ONCE IN A LIFETIME EVENT.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

GOAL #1, 2, 3, & 9 TELL OF ACTIVITIES IN TOWN, BENEFITS AREA BUSINESS, HOUS
EVENT ORGANIZERS, OPPORTUNITY TO PARTICIPATE WITH EVENTS IN MILES CITY

Identify the portions of your marketing plan, which support this project.

SAME AS ABOVE

Does this project support the Strategic Plan? Yes No If so, describe how.

GOALS #1 & 2 BY BRINGING OVERNIGHTERS THAT WILL SPEND MONEY THEN LEAVE.
#4 BRING A CULTURAL (MUSIC) EVENT TO THE REGION.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit those details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

January 8, 2009

**Vienna Boys Choir
Radio Advertising Plan**

It is my plan to utilize \$700.00 for a radio blitz of a 300 mile radius advertising a concert in Miles City on February 19, 2009. It is a 7:00 pm show that is to last 2 hours. People traveling this distance in February are very likely to spend the night and return home the next morning. I plan to use KATL Radio of Miles City. They hit a 300 mile circle that contacts North Dakota, South Dakota, and Wyoming. All ads will run 6a to 7p at a rate of \$6.95 per. In our market this is a strong placement for what we are trying to accomplish.